Homepage Canvas

Goal:

Build a professional online presence to showcase my web development services and attract clients. The main goal is to present my expertise, references and contact information clearly.

Target Audience:

Small to medium-sized companies and individuals looking for customized, efficient web solutions. The target group values clear communication and individual service. They need high quality websites for lower costs than big web agencies offer.

Customer Relationships:

Customers will expect close and fast communication. On the website, I want to provide simple links to email and Instagram. After initial contacting, we can switch to WhatsApp if clients want that, but that does not need to be communicated on the website.

Multi- / Single-Page

Multi-Page, as relatively high amount of content needs to be displayed.

Subpages / Sections

Visible in nav: Home, About Me, References, Services, Blog-posts, Canvas, Contact

Reachable indirectly: Example images, Canvas examples

General Design Preferences:

A clean, modern design with a focus on user-friendliness. Clear structure, easy navigation, and a professional look that builds trust.

Color Scheme & Branding:

I have a clean logo that uses the blue color #00adb5 and the font Archivo-Black. The website should have a dark look, with this or similar shades of blue as an accent color and a font that goes well with the logo font.

Imagery & Visual Elements

I have professionally taken photos which should be used. Use of icons to improve the user experience and to quickly understand the services offered.

Deadline & Budget

There is no rush for completion, but no longer than 3 months please. Medium budget, I don't want to invest more than 600€ for the website. Focused on high quality content and design, without excess extras.

Content Strategy | Style | Organizational